

Tobacco Education and Research Oversight Committee (TEROC)

Meeting Agenda

Monday, July 21, 2003
10 a.m. – 5 p.m.

Continental Plaza Auditorium
601 North 7th Street
Sacramento, CA 95814

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from May 19, 2003, Meeting; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:30	Environmental Developments <u>Expected outcome:</u> <ul style="list-style-type: none">• Discuss major tobacco-related news	Kirk Kleinschmidt
10:30 – 11:00	Tobacco Litigation in California <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about the key issues and their status, to the extent possible with an open case• Determine any role for TEROC	Dennis Eckhart
11:00 – 12:00	National Evaluations of Tobacco Use and Prevention Education in Schools <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about major studies of the effectiveness of school-based tobacco prevention education programs• Learn about best practices for school-based interventions	Terry Pechacek
12:00 – 1:00	LUNCH BREAK	
1:00 – 1:45	Evaluation of CA School-Based Education Programs <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about statutory mandate• Review Independent Evaluation results• Learn new Tobacco Use Prevention Education (TUPE) evaluation results	April Roeseler Jon Lloyd David Cowling
1:45 – 1:55	Reflections on Evaluating TUPE	Luanne Rohrbach Greg Austin

1:55 – 2:40	CA Department of Education (CDE) Report <u>Expected outcome:</u> <ul style="list-style-type: none"> • Review CDE analysis of California Healthy Kids Survey data • Summarize changes made to TUPE since 2000 	Meredith Rolfe Kathy Lewis
2:40 – 2:50	BREAK	
2:50 – 3:55	Discuss Evaluation of the CA Department of Education Proposition 99 Programs <u>Expected outcome:</u> <ul style="list-style-type: none"> • Discuss programmatic and fiscal priorities for school based programs • Determine TEROC recommendations on CDE tobacco funds regarding competitive vs. average daily attendance (ADA) allocation • Determine TEROC recommendations for proportion of Health Education Account funds and staffing for school-based programs 	Kirk Kleinschmidt
3:55 – 4:10	UC – Tobacco-Related Disease Research Program Report <u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates in relation to the master plan (MP) • Hear progress for hiring Director 	Larry Gruder
4:10 – 4:30	DHS/TCS Report <u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates in relation to MP • Review new ads produced and learn of new creative • Hear progress on new ad concepts, focus group responses, and approval status 	Dileep G. Bal
4:30 – 4:55	Public Questions and Comments	Kirk Kleinschmidt
5:00	Adjourn Inter-agency Collaboration Meeting: September 22, 2003 Next TEROC Meeting: October 20, 2003, in Sacramento	

For information about this meeting, contact Melissa Paul at (916) 449-5458, or email mpaul1@dhs.ca.gov.